



## HMi Transport & Systems 2013

Future intelligent & integrated concepts, development and user experience design in automotive cockpit  
17<sup>th</sup> – 18<sup>th</sup> of June 2013, NHOW Berlin, Germany  
<http://car-hmi2013.we-conect.com/en/>

*"A challenging brainstorm towards a favorable interaction  
between humans and machines. You.CONECT, we create."*

Matteo Durelli, Ferrari Spa

By popular demand, we.CONECT is bringing an international audience of directors from all over Europe to Berlin, to network, share knowledge and be made aware of the key developments within the industry. The **2nd annual Car HMi concepts & systems** returns on the 17<sup>th</sup> – 18<sup>th</sup> of June 2013 with 130+ board-level attendees from OEMs & major automotive suppliers, engineering & software companies to discuss strategic approaches, new technologies and ideas in improving developments, concepts & systems in automotive HMI, how to manage HMI in an increasing application infrastructure in the car and how to create the ultimate user experience design.

With over 80 of the leading opinion makers, **the HMi Transport & System** will be the definitive event for the industry.

### REVIEW 2012

- More than **130 participants** from over 70 companies discussed about future challenges, latest approaches, development, automation & processing, HMI & user experience design, driver distraction, workload management, HMI, driver & safety
- **29 extraordinary sessions** from companies from Germany, Italy, United States, Sweden, India, United Kingdom, France, Spain and Finland
- The participants **rated** this conference a **1,7** (evaluated by 85% of the participants)
- **5 World Cafés, 4 Challenge your Peers round tables**, a wonderful Evening reception **and one eventful Icebreaker Session** the eve before the start of the conference
- **6 leading Business Partners presented cutting-edge product-solutions**, great services and outstanding technologies

### STATISTICS OF THE HMi TRANSPORT&SYSTEMS 2012

- **70 Companies** based in Germany, Italy, Sweden, France, the USA, the UK, Belgium, India, Spain, etc.
- A vast majority (63%) of companies larger than 10 000 employees, such as **BMW Group, Audi AG., General Motors Inc., Hyundai Motor Company, PSA Peugeot Citroën**, etc.
- The main companies represented at the HMi Transport&Systems were either OEM (65%), Solution Developers (22%), Consultants (9%) or Automotive Parts (4%).
- **110** participants consisting of:
  - **3%** of Board Member/Managing Director
  - **33%** of Leader/Head of/ Director
  - **30%** of Manager/Senior Manager
  - **23%** of Engineer
  - **2%** of Business Development Manager
  - **1%** of Marketing Manager
  - **8%** of Others

### What comes up in 2013?

- More than **28+ extraordinary sessions** from cutting edge speakers from Europe & US.



CAR **we.CONECT**  
GLOBAL LEADERS

# HMi 2013

## CONCEPTS & SYSTEMS

17<sup>TH</sup> – 18<sup>TH</sup> JUNE 2013 | NHOW BERLIN, GERMANY

**PUSH YOUR  
BUSINESS**

More than 15 Case Studies  
Icebreaker Session  
Challenge your Peers  
World Café Session

- Already approved speakers from companies such as: **Adam Opel AG, Continental Automotive GmbH, Volkswagen AG, Delphi, Continental, JaguarLandrover, GM Advanced Technical Center, Delphi, PSA, Renault, Daimler AG, Hyundai Motors**
- An exclusive format offering: **8 World Cafés, 6 Challenge your Peers Round Tables**, a wonderful **Evening reception** and **3 surprising Icebreaker Sessions** the evening before the start of the conference.
- More than 150 senior executives

Register online now for the HMi Concepts & Systems 2013 at  
<http://car-hmi2013.we-conect.com/en/preview/register/?registerType=industryDelegate>

### MAIN UPCOMING TOPICS TO DISCUSS IN 2013

#### **Development, Automation & Processing**

- HMI Concepts, Development & Processes between OEM's & Suppliers in an international environment – Challenges for international automotive companies
- Model-driven HMI development: Optimization of HMI development processes and efficient cooperation of involved actors and HMI development & Definition of a reference model-driven development process for HMI systems in the automotive sector

#### **Concepts & Systems**

- Embedded vs. accommodated or tethered devices for connectivity and infotainment and „apps“ – The HMI-OEM perspective
- Next Generation Infotainment Solution – Challenges in managing HMI, Connected Cars & Mobile Apps
- Augmented Reality – New dimensions in driver assistance and navigation, integration in a safe display experience of the future and implications for HMI development
- Visual-haptic interaction feedback in automotive touch screens
- Automotive HMI Experience – Standardized car stereo interfaces to ensure a safe, predictable experience
- Speech Applications as Part of an In-vehicle Multimodal Interface for Infotainment Systems: Trends, Future Concepts, and the Cultural Challenge for Global Markets

#### **HMI & User Experience Design**

- Cognitive Load and In-Vehicle Human-Machine Interaction - HMI Workload Manager, the right information at the right time
- HMI Development between Design Thinking, User Experience Design and IT: Tier One & OEM Perspective
- HMI and Total Vehicle Integration system: The user experience perspective on Touch Screen Integrated Haptic, Auditory Feedback, Integrated Human Modelling, Simulation to support Human Error Risk and Analysis of Partially Autonomous Driver Assistance Systems
- Mobile Internet, automotive HMI & APPs – Challenges and solutions for the automotive lifecycle, safety and usability

#### **Driver distraction, Workload Management, HMI, Driver & Safety**

- Driver distraction from safety and comfort devices and end-consumer preferences of non-standardized HMI
- Infotainment, Connected Car, HMI Concepts and Safety – Challenges for the automotive industry regarding new performance guidelines (NHTSA Guidelines) and limitation impacts for HMI development
- Holistic HMI approach focused on human-centred HMI design to optimize safety and ease-of-use

Individuals interested in attending, sponsoring or finding out more about the **HMi Concepts & Systems Conference 2013** should visit <http://car-hmi2013.we-conect.com/en/>

According to Daniel Wolter, Head of Partnerships, we.CONECT Global Leaders, the conference aim is to provide participants a balanced mix of lectures and as many opportunities as possible to discuss viable approaches for the realization of a sustainable concepts of automotive cockpit development strategy. "The automotive industry is going through a Human Machine Interface revolution that continues to change the way drivers and passengers interact with



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their cars. To create future intelligent & integrated concepts and develop high quality user experience design in automotive cockpit are the common challenges many companies are facing off. The HMi Transport & Systems 2013 Conference takes up this momentum. "

The HMi Concepts & Systems 2013 online registration is now opened for the price of 2.200 Euro + VAT.

Follow this link to complete your registration:

<http://car-hmi2013.we-conect.com/en/preview/register/!/step/step2/setSingleOrTeamBooking/single>

**Team Registration Discount - Bring the Team: Gain a Much Richer Experience of the Event!**

Teams that attend a we.CONECT Event together can not only access all the sessions to maximize their learning, but also have the benefit of a team meeting with a speaker, business partner or other teams, who can facilitate a discussion or advise them on strategic initiatives and key projects. For these reasons, organizations often hold off-site team meetings at we.CONECT events, and incorporate we.CONECT events as part of their training programs.

Register as part of a team of 2 or more and save for each additional participant up to 50%. That's a possible savings of 1.100 Euro on the current pricing for a Conference Pass. Please find [here](#) further information regarding our Team Discount.

**We are looking forward to welcome you at the HMi Concepts & Systems Conference 2013 from 17th to 18th June 2013 in Berlin.**

**Peter Haack**

Marketing Development Manager

**we.CONECT Global Leaders GmbH**

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#### Notes to Editor

##### About we.CONECT Global Leaders

- we.CONECT Global Leaders is German-based international B2B conference and training development company focused entirely on providing strategies, tactics and solutions to help individuals become more successful in their professional life and business.
- **At the heart of everything we do is a fundamental belief in the power of people.**
- Our essential ingredient is that we really do care about our customers, our partners and our staff.
- We invest our own time and knowledge into developing something that is far more than an event. This philosophy sets a climate where ideas and people grow. Where minds and hearts open up to fresh thinking and new faces. We believe that there is no substitute for interactive learning, sharing ideas, knowledge and best practices to help every organization reach its goals. Our responsibility is to create a unique learning and networking environment.
- At we.CONECT, the people and their intensive knowledge comes first. With these people we provide more than 40 years research, marketing, event organization and sales experience. we.CONECT delivers more than 20 premier strategic events per annum focusing on best practices, latest business issues, industry trends and future developments of the cutting edge programs.
- We hold the highest standards in developing quality driven content and engaging renowned industry speaking faculties to create a truly unique and worthwhile conference and training experience.
- We are constantly looking for new and innovative ways to deliver high-quality, market focused events to suit your needs. To share your thoughts and suggestions, please feel free to contact us at [info@we-conect.com](mailto:info@we-conect.com), or visit our website: [www.we-conect.com](http://www.we-conect.com)